



# The Bermuda Triangle of Self-doubt: how its impacting you, your clients and your coaching

COACHING MASTERCLASS  
with Sas Petherick



# Hello!

## I'm Sas Petherick

I am obsessed with helping you heal your self-doubt.

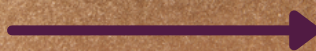
I'm a Master Coach and Founder of the Self-belief Coaching Academy.

I teach coaches like you an evidence-based, trauma-informed, ICF accredited programme specifically designed to help you step into your coaching mastery.

You'll be able to help your clients with self-doubt in deep and transformative ways.

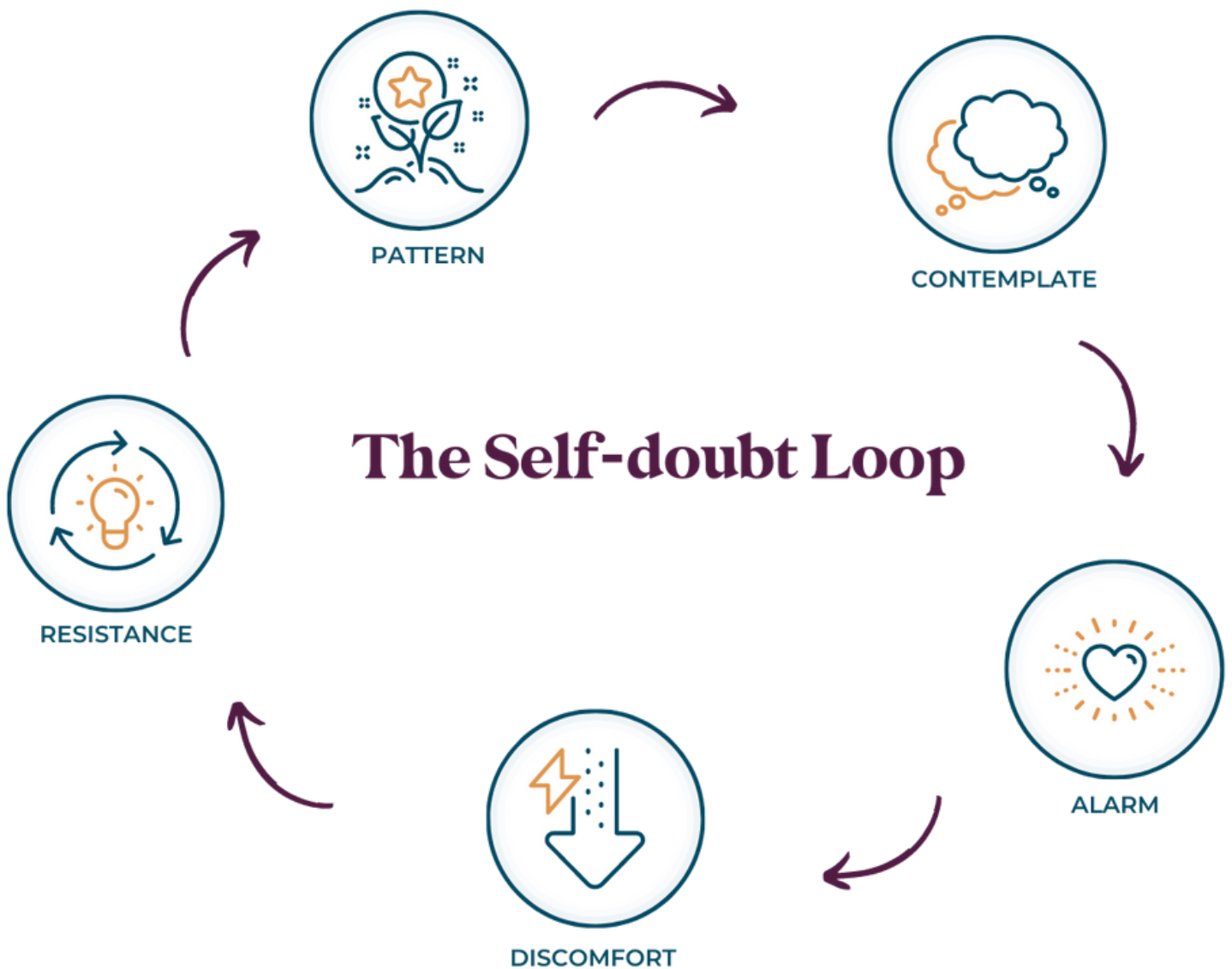


**FIND OUT MORE**



# The Self-doubt Loop

Self-doubt will find a squillion different ways to say:  
'don't do that you might hurt yourself. It is trying to hold us  
back to try and protect us from psychological risk.  
It always makes sense!



# Self-doubt for Coaches

When we are inside the Self-doubt loop we can get stuck doubting ourselves as practitioners, our clients and/or our coaching. It feels like being inside the Bermuda Triangle.

## **Doubting YOURSELF**

- Can I do this?
- I can't put my needs first.
- I need to do this right.
- I can't commit, get organized or finish anything.

## **Doubting YOUR CLIENTS**

- Do they want this?
- They'll choose other coaches.
- My clients have high expectations of me.
- I don't know who my clients are.



## **The Bermuda Triangle of Self-doubt**

## **Doubting YOUR COACHING**

- Is this helping?
- I don't know enough.
- My clients' success is down to me.
- I can't deepen my body of work because it's so broad.

# Activating Self-trust

## Experiment



- Take ANY action in your work.
- What does your business need from you right now?
- What do your clients need from you right now?
- What feels like the smallest, most doable step?
- **If you feel a lot of resistance:**
- Compassion first: ask 'what needs to be felt, acknowledged or heard right now?'
- Break your action it into more manageable steps.

- This is where the magic happens!
- After every client session, every time you take action in your business, at the end of each week: whenever self-doubt shows up - EVALUATE!

## Evaluate



- **Use the SOAP process:**
- Notice the difference between the Objective, neutral facts and your Subjective experience.
- Analysis is where your Self-trust gets activated - you are using your discernment .

## Evolve

- Your evolution comes from practising perspective, discernment and your wisdom through Evaluation.
- Over time your Self-trust evolves into a trusted advisor.
- You are running your business and coaching from your Healthy Adult Self.

# 'SOAP'

What was your **SUBJECTIVE** experience?

I thought:

I felt:

I noticed the bodily sensations of:

What **OBJECTIVE**, neutral facts do you recall?

I said/did:

Other people said/did:

**I observed:**

Given the subjective and objective information, what **ANALYSIS** can you make?

It went well in these ways:

It could have been better in these ways:

With honesty and compassion, consider what **PERSONAL LEARNING** would help you grow?

I would like to get better at:

Next time I'd like to try:



# #selfbeliefinaction

**Let's experiment together with  
ten days of Self-belief!**

1. Take ANY kind of action in your work where self-doubt has been holding you back.
2. Use the hashtag on Instagram #selfbeliefinaction
3. On the 24th of October I'll choose 5 winners!

**I'm giving away five of my  
favourite coaching books!**





# BONUS: Business Builders!

EXCLUSIVE TO THE AUTUMN CLASS - TWO  
ADDITIONAL CLASSES WITH MY COACH AND MY  
SOCIAL MEDIA MANAGER!



Ellie Swift



Vaness Carlos

**FIND OUT MORE**

